

**IN THE CLAIMS**

1. (currently amended) A content providing system, comprising:

a receiver;

a program content providing unit that provides the receiver with program content over a first broadcast channel;

a transaction content providing unit that provides the receiver with transaction content over a second broadcast channel, the transaction content including information incidental to the program content;

a trigger content providing unit that provides trigger content that serves as a trigger for reproducing the transaction content in the receiver; and

a combining unit that combines the program content and the trigger content and transmits the combined content over the first broadcast channel, so that the receiver receives the combined content transmitted over the first broadcast channel, and when the trigger content is triggered by a user while the receiver is receiving the program content on the first broadcast channel, switch~~ing~~es a ~~broadcast channel from receiv~~ing~~~~ over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content and receiv~~es~~ing the transaction content provided by the transaction content providing apparatus over the second broadcast channel, and when end of viewing of the transaction content is inputted, switch~~ing~~es a ~~broadcast channel from receiv~~ing~~~~ over the second broadcast channel to receiving over the first broadcast channel and again receiv~~es~~ing the program content provided by the program content providing apparatus~~es~~.

2. (previously presented) A content providing system according to claim 1, wherein the receiver transmits, over a

network, information inputted by the user based on the transaction content provided to an information processing apparatus that performs processing corresponding to content triggered by the user.

3. (currently amended) A content providing system according to claim 1, wherein the transaction content providing apparatus provides, as the transaction content, content for causing a user who is viewing the program content to input a response to a questionnaire ~~or content for causing the viewer to input information necessary for purchasing a commodity.~~

4. (previously presented) A content providing system according to claim 1, wherein the transaction content providing apparatus provides, over the second broadcast channel, common content that corresponds to respective program content of each one of a plurality of first broadcast channels which are generated based on an identical template.

5. (currently amended) A content providing method, comprising:

providing a receiver with program content over a first broadcast channel;

providing the receiver with transaction content over a second broadcast channel, the transaction content including information incidental to the program content;

providing trigger content that serves as a trigger for reproducing the transaction content in the receiver;

combining the program content and the trigger content;

transmitting the combined content over the first broadcast channel ~~+~~ so that the receiver receives the combined content transmitted over the first broadcast channel, and when the trigger content is triggered by a user while the receiver is receiving the ~~program-combined~~ content transmitted over the first broadcast channel, switches ~~ing a broadcast channel from receiving~~ over the

first broadcast channel to receiving over the second broadcast channel, in response to the triggering of the trigger content and receives the transaction content over the second broadcast channel, and when end of viewing of the transaction content is inputted in the receiver, switches ~~a broadcast channel from receiving~~ over the second broadcast channel to receiving over the first broadcast channel, and again receives the program content.

6. (previously presented) A content providing method according to claim 5, wherein the receiver transmits, over a network, information inputted by the user based on the transaction content provided to an information processing apparatus that performs processing corresponding to content triggered by the user.

7. (currently amended) A content providing method according to claim 5, wherein the transaction content is content for causing a user who is viewing the program content to input a response to a questionnaire ~~or is content for causing the viewer to input information necessary for purchasing a commodity.~~

8. (previously presented) A content providing method according to claim 5, wherein common content corresponding to respective program content of each one of a plurality of the first broadcast channels are provided over the second broadcast channel, the common content being generated based on an identical template.

9. - 20. (cancelled)

21. (currently amended) A content receiver, comprising:

receiving means that receives combined program content and trigger content provided by a program content providing apparatus over a first broadcast channel ~~and~~ or that receives transaction content provided by a transaction content providing apparatus over a second broadcast

channel, ~~the combining means that combines the program content and the trigger content that serves~~ as a trigger for reproducing the transaction content;

judging means that judges whether the transaction content is indicated triggered based on triggering of the trigger content combined with the program content while the program content is received on the first broadcast channel by the receiving means; and

switching control means that, when the judging means judges that the ~~transaction trigger~~ content is triggered, causes the receiving means to switch a channel from receiving the combined content transmitted over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and when end of viewing of the transaction content is inputted, causes the receiving means to switch a channel from receiving over the second broadcast channel to again receiving over the first broadcast channel.

22. (previously presented) A content receiver according to claim 21, further comprising transmitting means that transmits, via a network, information inputted from a viewer based on the transaction content provided to an information processing apparatus.

23. (currently amended) A content receiver according to claim 21, wherein the receiving means receives, as the transaction content, content for causing a viewer viewing the program content to input a response to a questionnaire ~~or content for causing the viewer to input information necessary for purchasing a commodity~~.

24. (previously presented) A content receiver according to claim 21, wherein the receiving means selects and receives the transaction content corresponding to a first broadcast channel out of a plurality of such transaction content that are

common content, wherein the common content are generated based on an identical template, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.

25. (currently amended) A content receiving method, comprising:

a first receiving step of receiving combined program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel, ~~and a combining step that combines the program content and the trigger content that serves~~ as a trigger for reproducing transaction content;

a judging step of judging whether the transaction content is indicated by a user based on triggering of the trigger content ~~combined with the program content~~ while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;

~~a first switching control step of switching, when it is judged during the judging step that the transaction content is indicated, a channel~~

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel; and

~~a second switching control step of switching, when end of viewing of the transaction content is inputted, a channel~~

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

26. (previously presented) A content receiving method according to claim 25, further comprising a transmitting step of transmitting, via a network, information inputted from the user based on the transaction content provided to an information processing apparatus.

27. (currently amended) A content receiving method according to claim 25, wherein ~~the second receiving step, as the transaction content,~~ is content for causing a user viewing the program content to input a response to a questionnaire ~~or content for causing the viewer to input information necessary for purchasing a commodity.~~

28. (previously presented) A content receiving method according to claim 25, wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction content that are common content, wherein the common content are generated based on an identical template, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.

29. (currently amended) A recording medium having recorded therein a computer readable program for carrying out a content receiving method, the method comprising:

a first receiving step of receiving combined program content and trigger content provided by a plurality of program content providing apparatuses over a first

broadcast channel, ~~+~~ ~~a combining step that combines the program content and the trigger content that serves~~ as a trigger for reproducing transaction content;

a judging step of judging whether the transaction content is indicated by a user based on triggering of the trigger content ~~combined with the program content~~ while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;

~~a first switching control step of switching,~~ when it is judged during the judging step that the transaction content is indicated, ~~a channel~~

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, + and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel; and

~~a second switching control step of switching,~~ when end of viewing of the transaction content is inputted, ~~a channel~~

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

30. (previously presented) A recording medium according to claim 29, wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the transaction content provided to an information processing apparatus.

31. (currently amended) A recording medium according to claim 29, wherein ~~the second receiving step, as the transaction content,~~ is content for causing a user viewing the program content to input a response to a questionnaire ~~or content for causing the viewer to input information necessary for purchasing a commodity.~~

32. (previously presented) A recording medium according to claim 29, wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction content that are common content, wherein the common content are generated based on an identical template, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.

33. (currently amended) A processor encoded with a computer program for carrying out a content receiving method, the method comprising:

a first receiving step of receiving combined program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel, ~~and a combining step that combines the program content and the trigger content that serves as a~~ trigger for reproducing transaction content;

a judging step of judging whether the transaction content is indicated by a user based on triggering of the trigger content ~~combined with the program content~~ while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;



~~a first switching control step of switching, when it is judged during the judging step that the transaction content is indicated, a channel~~

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel; and

~~a second switching control step of switching, when end of viewing of the transaction content is inputted, a channel~~

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

34. (previously presented) A program according to claim 33, wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the transaction content provided to an information processing apparatus.

35. (currently amended) A program according to claim 33, wherein ~~the second receiving step, as the transaction content,~~ is content for causing a user viewing the program content to input a response to a questionnaire ~~or content for causing the viewer to input information necessary for purchasing a commodity.~~

36. (previously presented) A program according to claim 33, wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction

content that are common content, wherein the common content are generated based on an identical template, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.

37. (new) A content providing system according to claim 1, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

38. (new) A content providing system according to claim 1, wherein the transaction content providing apparatus provides, as the transaction content, content for causing the viewer to input information necessary for purchasing a commodity.

39. (new) A content providing method according to claim 5, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

40. (new) A content providing method according to claim 5, wherein the transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

41. (new) A content receiver according to claim 21, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

42. (new) A content receiver according to claim 21, wherein the transaction content is content for causing the

viewer to input information necessary for purchasing a commodity.

43. (new) A content receiving method according to claim 25, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

44. (new) A content receiving method according to claim 25, wherein the transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

45. (new) A recording medium according to claim 29, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

46. (new) A recording medium according to claim 29, wherein the transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

47. (new) A program according to claim 33, wherein the trigger content includes a switching command, a designated channel for the second broadcast channel, and at least one identifier for identifying the transaction content that is extracted from the designated channel.

48. (new) A program according to claim 33, wherein the transaction content is content for causing the viewer to input information necessary for purchasing a commodity.